



Fresh Produce Demographics

This PMA member service was compiled by the Produce Marketing Association P.O. Box 6036, Newark, DE, USA,

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Trade Web Site: <http://www.pma.com> and Consumer Web Site: aboutproduce.com

CONSUMER PRODUCE ANNUAL EXPENDITURES AT HOME (1999)

By Age

	Under 25	25-34	35-44	45-54	55-64	65 and over
Fruits	\$77	\$136	\$173	\$173	\$161	\$165
Vegetables	\$79	\$146	\$161	\$168	\$171	\$148

Note: Most age groups spent about 0.4% of their annual expenditures on fruits and vegetables. However, those over 65 spent 0.6% on fruits and 0.5% on vegetables.

By Income

	\$5000- \$9,999	\$10,000- \$14,999	\$15,000- \$19,999	\$20,000- \$29,999	\$30,000- \$39,999	\$40,000- \$49,999	\$50,000- \$69,000	>\$70,000
Fruits	\$90	\$111	\$130	\$144	\$144	\$182	\$177	\$239
Vegetables	\$93	\$107	\$131	\$141	\$149	\$172	\$176	\$224

Note: Consumers with income below \$30,000 spent 0.5-0.6% of annual expenditures on produce. Those above \$30,000 spent 0.4%.

By Race

	White	Hispanic	African-American
Fruits	\$156	\$216	\$128
Vegetables	\$153	\$224	\$116

Note: Hispanics spent 0.7% of their annual expenditures on fresh produce as compared to 0.4% for other groups.

Source: Consumer Expenditures Survey, Bureau of Labor Statistics, <http://bls.gov/csxhome.htm>

By Region

	Northeast	Midwest	South	West
Fruits	\$177	\$131	\$129	\$192
Vegetables	\$168	\$123	\$132	\$184

Note: Northeast and West spent 0.5% for fruits while all other regions averaged 0.4% for both fruits and vegetables.

By Gender

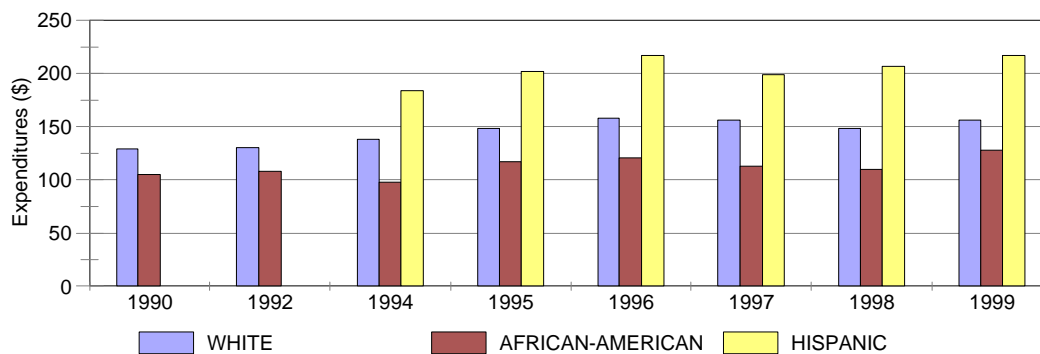
	Single Males	Single Females
Fruits	\$70	\$97
Vegetables	\$62	\$88

MARKET TRENDS

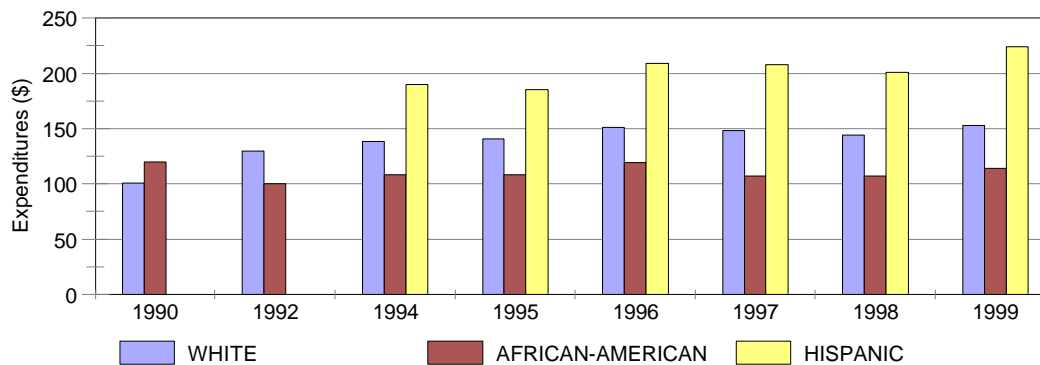
Annual Consumer Expenditures by Race

Hispanics continue to be major consumers of fruits and vegetables.

Consumer Expenditures on Fruit



Consumer Expenditures on Vegetables

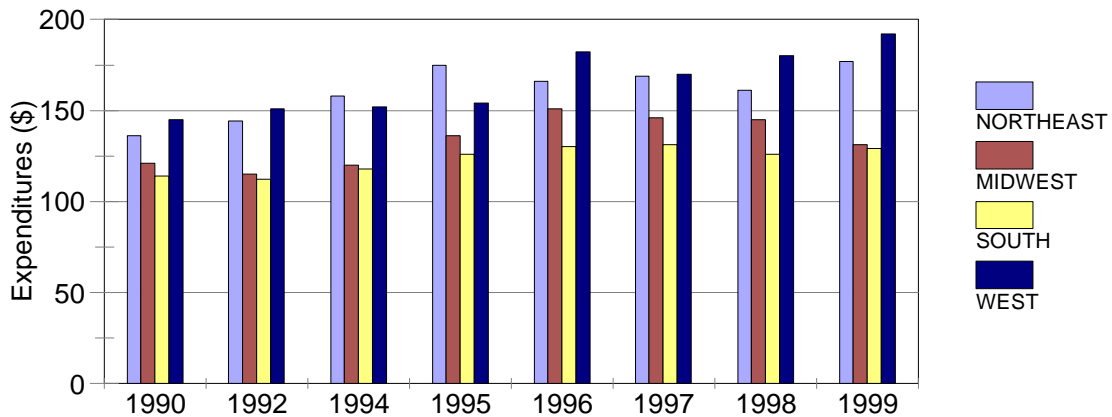


Source: Consumer Expenditures Survey, Bureau of Labor Statistics, <http://bls.gov/csxhome.htm>

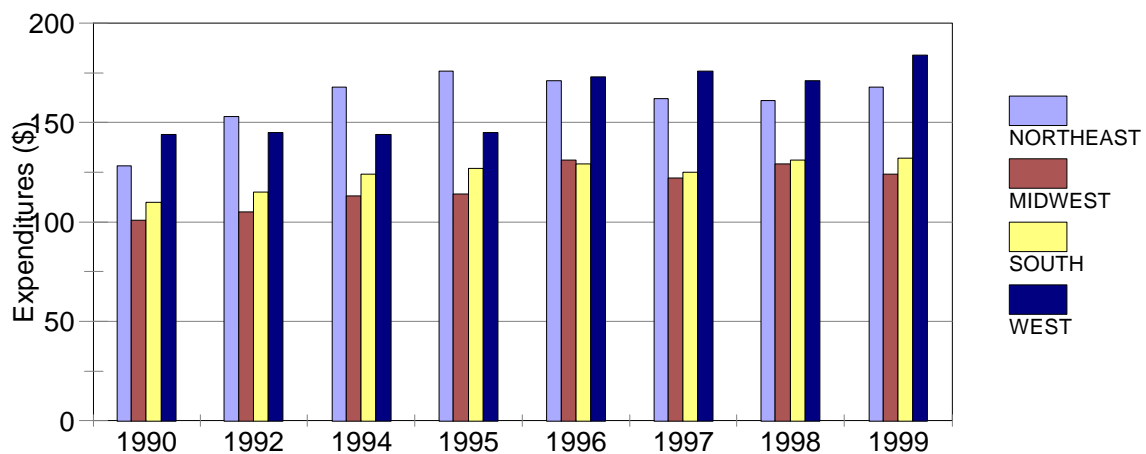
Annual Consumer Expenditures by Region

West and Northeast regions continue to spend the most on fruits and vegetables.

Consumer Expenditures on Fruit



Consumer Expenditures on Vegetables



Source: Consumer Expenditures Survey, Bureau of Labor Statistics, <http://bls.gov/csxhome.htm>

PRODUCE SHOPPERS

Which shoppers are the most likely to purchase produce .

By Age

Baby boomers are forecast to show the largest increase in population.

AGE OF HOUSEHOLD UNIT	PERCENT OF SHOPPERS	POPULATION OF AGE GROUP (thousands) (2000)	% CHANGE IN POPULATION OF AGE GROUP (2000 - 2005)*
Under 25	4%	96,969	3%
25 -29	9%	17,861	4.1
30 -39	16%	41,856	-7.1
40 -49	25%	42,519	4.8
50 -59	18%	30,589	15.1
60 -64	6%	10,757	19.8
65 and Over	22%	34,987	4.1

*Forecast

By Shopping Hours

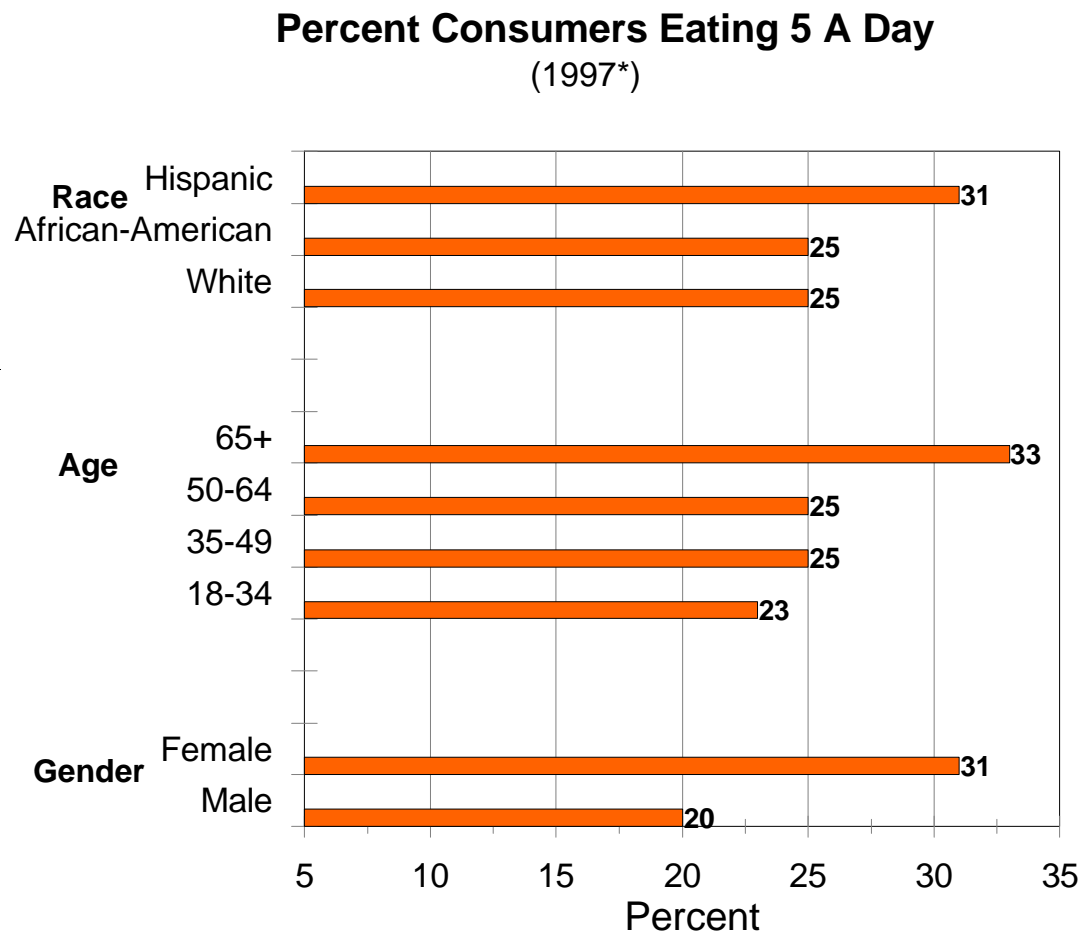
Although Shoppers continue to favor the early hours, evening shopping has been growing in popularity.

SHOPPING HOURS	PERCENT OF SHOPPERS
Morning (9 am - noon)	39%
Afternoon (noon to 5 pm)	37%
evening (5 pm - 9 pm)	21%
Night (9 pm - 8 am)	3%

Source: "Produce Persona," *Progressive Grocer*, Oct 2000

FRESH PRODUCE SERVINGS (5-A-DAY PROGRAM)

More Hispanics eat five or more servings a day of fruits and vegetables than whites or African-Americans.



*Most recent data available

- ! Thirty percent more of consumers 65 and over ate five or more servings a day of produce in 1997 than younger consumers
- ! Fifty percent more females than males ate five or more servings a day of fruits and vegetables.

Sources: Consumer Expenditures Survey, Bureau of Labor Statistics, <http://bls.gov/csxhome.htm> ;
Produce for Better Health Foundation, <http://www.5aday.com>

U.S. CENSUS 200 - Hispanic Population

Note: For a look at other population segments, by state or region, please contact the PMA Information Center.

The Hispanic population, which is the major produce consumer by race, has been growing nine times faster than other races.

State	Total Population (000) (2000)	Hispanic Population (000) (2000)	Hispanic % Population (2000)	Forecast % Change Hispanic Population (2000-2005)
Alabama	4447	37	1%	13%
Alaska	627	31	5	19
Arizona	5131	1071	21	19
Arkansas	2673	33	1	21
California	33873	10647	31	16
Colorado	4301	594	14	15
Connecticut	3406	288	8	15
Delaware	784	25	3	16
DC	572	40	7	15
Florida	15982	2390	15	20
Georgia	8186	189	2	20
Hawaii	1212	107	9	11
Idaho	1294	96	7	26
Illinois	12419	1267	10	14
Indiana	6080	140	2	16
Iowa	2926	54	2	13
Kansas	2688	138	5	19
Kentucky	4042	32	1	18
Louisiana	4469	119	3	16
Maine	1275	8	1	25
Maryland	5296	214	4	21
Massachusetts	6349	437	7	20
Michigan	9938	261	3	11
Minnesota	4919	95	2	20
Mississippi	2845	21	1	14
Missouri	5595	90	2	17
Montana	902	20	2	30
Nebraska	1711	61	4	18
Nevada	1998	277	14	27
New Hampshire	1236	17	1	17
New Jersey	8414	1044	12	15
New Mexico	1819	736	41	12
New York	18976	2805	15	10
North Carolina	8049	121	2	15

North Dakota	642	6	1	33
Ohio	11353	183	2	18
Oklahoma	3451	124	4	15
Oregon	3421	195	6	22
Pennsylvania	12281	334	3	17
Rhode Island	1048	76	7	21
South Carolina	4012	42	1	19
South Dakota	755	8	1	12
Tennessee	5689	57	1	17
Texas	20852	5875	28	13
Utah	2233	138	6	19
Vermont	609	6	1	0
Washington	7079	360	5	21
Virginia	5894	269	5	20
West Virginia	1808	11	1	36
Wisconsin	5364	136	3	15
Wyoming	494	35	7	20

Source: Consumer Expenditures Survey, Bureau of Labor Statistics, <http://bls.gov/csxhome.htm>

KEY FACTS

Generation X - The 60 million Generation Xers, ages 22-35, want more specialty produce with bold and varied flavors in their foodservice meals.

Convenience - The aging of the population and dual-family income have put the emphasis on convenience. This is best seen in the 20% growth in fresh cut produce and the 10% growth in Home Meal Replacement.

Baby Boomers - Over the next 17 years, 10,000 to 12,000 baby boomers a day will turn 50. These consumers eating habits will be strongly influenced by a lifestyle tied to health, travel, and new experiences.

Ethnic Foods - About 15% of growth in food sales over the next 10 years will come in ethnic food categories.

Ethnic Foods - About three-quarters of sales of ethnic foods are to mainstream consumers or to consumers of other ethnic backgrounds. The strongest categories in ethnic foods are Mexican, Chinese, and Italian.

5aDay - A 1999 study by the National Cancer Institute reported that only 17% of the population consumed the recommended 5 servings of vegetables a day.

Families - Fresh Trends 2000 survey revealed that 58% of those who have children consumed more produce than a year ago. This compares with 49% for households without children

Breakfast - More consumers are eating less produce at breakfast than at any other meal.

Source: "Fresh Trends 2000," *The Packer*, 2000

ADDITIONAL RESOURCES

- 2000 U.S. Census, <http://www.census.gov>
- American Fact Finder, <http://factfinder.census.gov/>

For additional information see these other PMA fact sheets:

- ! Fresh Cut Produce Industry
- ! Fresh Produce Home Meal Replacement
- ! U.S. Fresh Produce Foodservice Industry
- ! U.S. Fresh Produce Imports
- ! U.S. Exports of Fresh Fruits and Vegetables
- ! Specialty Produce Market - Trends
- ! Retail Fresh Produce Department
- ! Retail Fresh Produce Industry Sales
- ! U.S. Produce Economy
- ! Produce Availability